

USDA's Fresh Fruit and Vegetable Program (FFVP)

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Learning Objectives

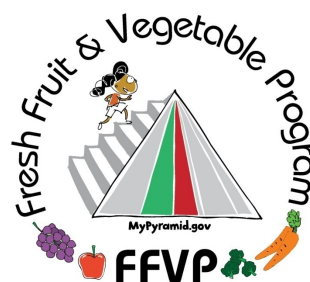
- Understand the implementation USDA regulations and guidelines for success of the FFVP
- Identify the correct process for completing required paperwork and monthly claim
- Identify nutrition education activities for the fall 2010
- Identify partners for a school/community implementation team
- Identify ways to promote and market the program to school staff and community partners

What is the FFVP?

The Fresh Fruit and Vegetable Program (FFVP) is a USDA funded program that provides free fresh fruits and vegetables to children in participating elementary schools throughout the school day.

The goal of the FFVP is to:


- Create healthier school environments by providing healthier food choices
- Increase children's fruit and vegetable consumption
- Create an opportunity to provide nutrition education
- Positively influence children's life-long eating habits
- Combat childhood obesity



USDA Guidelines


Within basic requirements, you have flexibility to develop your own implementation plan:

- Involve your teachers and other school staff
- Decide when, where, and how to serve FFVP
- Choose what mix of fresh fruits and vegetables to offer children




Who can receive fresh fruits and vegetables?

- All enrolled students at the FFVP school regardless of their eligibility status (free, reduced-price or paid), participating in the NSLP/SBP or grade level (Head Start, Pre-K, or Early Childhood)
- Teachers and administrators are encouraged to participate with the students
- Not intended for parents or community members




Times and frequency of service

- Only during school day
- At various times during school day, excluding meal periods
- Different grade levels on alternate days, but ensure equal distribution across all grades
- Can NOT be served during the National School Lunch Program or Special Breakfast Program meal periods
- NEW for SY2010-2011: Requirement to serve all students FFVP at least TWICE (2 times) per week from the beginning of the school year




Locations of service

- Inside classrooms
- Hallways
- Inside the cafeteria (NOT during meal periods)
- In free vending machines
- At kiosks/carts/baskets
- In the school/nurse's office
- School assemblies
- Student club meetings only if during the school day




FFVP may NOT be used to purchase the following:

- Processed or preserved fruits and vegetables, such as canned, frozen, and vacuum packed
- Fruits or vegetables that are soaked or processed with artificial flavorings
- Dip for fruits
- Dried fruits/vegetables or fruit leather
- Jellied fruit
- Any fruit or vegetable juice including 100% juice
- Pre-made Salsa



FFVP may NOT be used to purchase the following:

- Trail mixes or fruit mixtures
- Cottage cheese
- Fruit desserts such as fruit pizzas made with cookie dough crust, and fruit tarts
- Smoothies
- Non-food items including nutrition education materials, except those acceptable under operational or administrative funds
- Cooked vegetables (not fruits), limited to once per week and must be part of a nutrition education lesson



Serving dips with vegetables

- If you serve dip with vegetables as part of FFVP, you must choose low-fat, yogurt-based dips or other low-fat dips.
- Serving size of low fat dip should be what is commonly noted as a serving size for condiments; in most cases, no more than one tablespoon.



Budgeting

Allocation will be \$58.98 per enrolled student.

Allocation will be divided into two periods:

- Period 1: July 1, 2010 – September 30, 2010
(20% of total allocation)
- Period 2: October 1, 2010- June 30, 2011
(80% of total allocation)



FFVP Expenses

Program expenses are broken down into four categories:

1. **Fresh Fruits**
2. **Fresh Vegetables**
(at least 50% combined)
3. **Operating**
 - Costs
 - Labor
4. **Administrative**
 - Costs
 - Labor



Operating Expenses: Cost and Labor

Operating Expenses are expenses for acquiring, delivering, preparing, and serving fruits and vegetables.

1. Operating Costs:

Nonfood items like napkins, paper plates, serving bowls, and trays




2. Operating Labor:

Salaries and fringe benefits for employees performing tasks related to the service of the FFVP

Limited to 25% of your total grant allocation.


Administrative Costs

- **Limited to 10 percent of your school's total FFVP grant allocation.**
- Expenses for planning the program, managing paperwork, and all other aspects of the FFVP not related to the preparation and service of fruits and vegetables.
- **Examples include:**
 - Purchasing or leasing large equipment
Please purchase all necessary large equipment no later than December 31, 2010!
 - Salaries and fringe benefits for employees who compile and maintain claims and other reports, plan and write menus, order produce, track inventory, and coordinate promotional activities.




Acceptable vs. Unacceptable Operating & Administrative Costs

<u>Acceptable Op Costs</u>	<u>Unacceptable</u>
<ul style="list-style-type: none">• Preparation labor• Small supplies	<ul style="list-style-type: none">• Fruit baskets to go home with students for Thanksgiving• Nutrition education materials• Exercise bands• Fruit and vegetable stickers• Fruit- and vegetable stuffed characters• Hand Sanitizer
<u>Acceptable Admin Costs</u> <ul style="list-style-type: none">• Equipment• Planning, ordering, reporting, tracking inventory labor	



Monthly Claims

- Reimbursement same as with other Child Nutrition Programs
- Submit a monthly claim
- Reimbursed by OPI for purchases of fresh fruits and vegetables served free to children during the school day



Monthly Claims

- Continued.....



Procurement Strategies

- Content.....



Marketing and Promoting the FFVP in your School and Community



Marketing & Promotion

- Parent brochure
- Teacher/administrator brochure
- Bulletin boards (see Team Nutrition resources)
- Monthly newsletters (see Team Nutrition resources)
- Teacher/administrator brochure
- Harvest of the Month (<http://harvestofthemonth.com/>)

Marketing & Promotion


Share your success stories!

- Take pictures
- Keep copies of emails
- Document your efforts
- Incorporate the FFVP into your wellness policy
- Use the media
- Send success stories, pictures, and children's FFVP artwork to: tmotlas@mt.gov



Nutrition Education Ideas



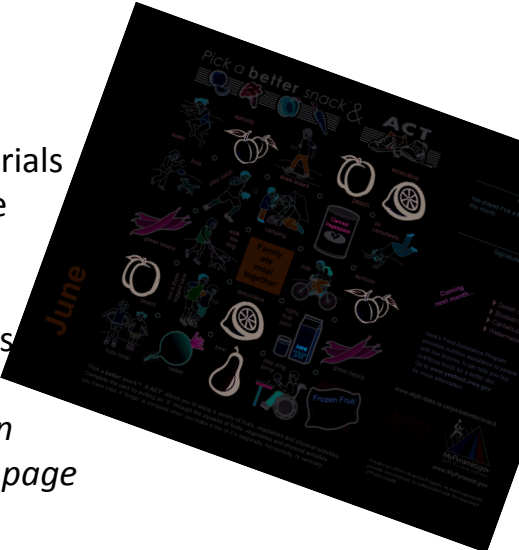



Nutrition Education

Free resources:

- Fact sheets
- Curriculum materials
- Fruit & vegetable coloring book
- Recipes
- Interactive games

• Links available on OPI's FFVP web page

Nutrition Education

Form partnerships:

- MSU Extension & SNAP-Ed (nutrition educators on staff)
- Eat Right Montana (monthly newsletters)
- Montana Action for Healthy Kids
- Montana NAPA (Nutrition And Physical Activity Program)
- Grocery stores
- Farmers market/growers
- YMCA/YWCA
- PTA
- Library
- Community Service groups

A vertical decorative strip on the left side of the slide, featuring a wooden bowl at the bottom containing several red tomatoes and green leaves. A thin orange line runs vertically along the right edge of this strip.

Partners for Success:
Dana Thompson,
SNAP-Ed Nutrition
Education Program

The logo for Montana State University, featuring a large blue letter 'M' with a yellow flame-like shape above it. Below the 'M' is a yellow arc, and underneath that, the words 'MONTANA' and 'STATE UNIVERSITY' are written in blue, all-caps, sans-serif font.

MONTANA
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